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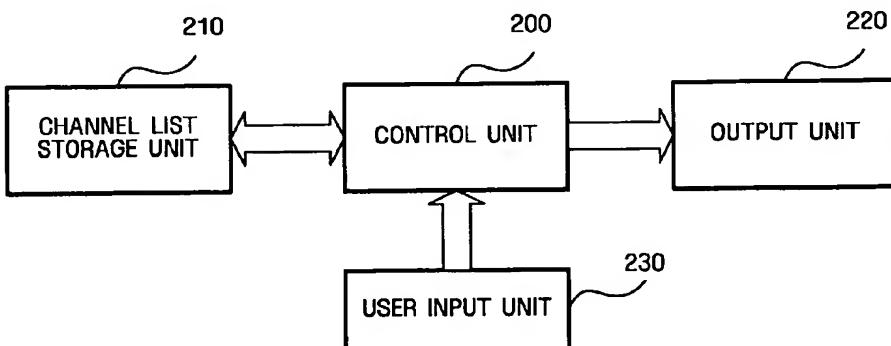
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(54) Title: APPARATUS AND METHOD FOR DYNAMICALLY MANAGING USER'S FAVORITE CHANNELS



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(57) Abstract: An apparatus and method for dynamically managing a user's favorite channels are provided. The apparatus includes a user input unit receiving a channel change input from the user, a channel list storage unit storing an entire channel list comprising channels receivable using a tuner and channel preference information regarding the user's preference degrees for channels, a control unit calculating a preference degree for a channel selected in response to the channel change input received by the user input unit and analyzing a pattern of channel change inputs, and an output unit providing content of the selected channel according to calculation and analysis results of the control unit.